

NEW HIGHWAY OPENS NORTH, SOUTH TRAFFIC

(Continued from page 1)

Easier, who have carved the state highways in many places through solid granite, to the end that Ten-

nessee and Georgia might be connected by a dependable all-weather highway through this territory provided with unexcelled views. The most recent accomplishment is a stretch of 125 miles between Asheville and Murphy, North Carolina, penetrating the area proposed as the Great Smoky National Park. This



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NEW INTERNATIONAL HIGHWAY



APPALACHIAN SCENIC HIGHWAY
SCALE OF MILES
30 0 50 100 150 200 300 400
ROSCOE A MARVEL, PRES
KENILWORTH INN - ASHEVILLE, N. C.

Map shows the route of the Appalachian Scenic Highway, from Quebec, Canada, to Tampa, Fla., and New Orleans, La., on the Gulf of Mexico, which has been designated as "The Wonder Tour of America."

stretch of highway completes the ASH route through the State of North Carolina from border to border.

At this time it is practicable to drive to Asheville and Atlanta from Montreal or Quebec over an 85 per cent dustless highway. In a recent public speech, Hon. John N. Holder, Highway Commissioner of Georgia, stated that by 1927 a paved highway would be completed from Atlanta to the Florida line. A portion of this is already paved and is now ready for motorists.

The ASH is a trail of scenic grandeur, paralleling stately rivers and emerald lakes, through the quiet, pastoral lowlands and the "Land of the Sky", where mountain peaks recede into distances the eye cannot fathom. It is a marvelous trail of superb scenery and appalling grandeur. It traverses the land of the eager lover of nature.

In the Great Smoky area of Western North Carolina, we find a far flung range 8000 square miles in extent, favored by the purest air and a most healthful climate, and also by the beauty of the loftiest mountains in Eastern America. There are 82 peaks which exceed 5000 feet, including Mt. Mitchell—6711 feet—the highest mountain in Eastern America.

Those who have motored over the whole or any part of the ASH will agree that it encompasses some of the most inviting and alluring scenic attractions to be found on the Western Continent and that these attrac-

tions are found more abundantly than on any other transcontinental highway 2400 miles in length. These attractions start the moment you get on any portion of the ASH, and for its entire distance there is a labyrinth of startling water falls, precipitous mountain tops and wonderful formations of Nature, such as the caves of the Shenandoah Valley and the rock formations of Western North Carolina.

It would take a magic pen to half-way describe the kaleidoscopic wonders and delights to be found in every ten mile stretch. The Appalachian Scenic Highway passes Lake Champlain, Lake Dunmore, skirts the Berkshire Hills and Lake George by Saratoga Springs, Wilkes-Barre, Gettysburg, and through the internationally famous Shenandoah Valley into the Great Smokies; thence through the magnificent Nantehalla Gorge, over the beautiful mountains of North Georgia, by Neal Gap, Stone Mountain, through the fruit and cotton regions of Georgia, and into the Gulf Coast section of Florida and Louisiana.

There is scarcely a mile of the route but that is rich in history, in romance and in scenery which can hardly be duplicated. Enroute we pass many world famed attractions, and at one point the road is paved with marble for several miles. At another it passes over a roadbed rich in gold. The proposed Shenandoah and Great Smoky National Parks and

ten established National Forests and Game Preserves border this highway. The tourist traveling purely for pleasure could easily spend an entire summer on the Appalachian Scenic Highway and then not exhaust the outstanding points of interest.

It is said that the ASH offers more miles of hard-surfaced road than any other route to Florida from New England, New York, Pennsylvania and Ohio. It certainly offers great historical and scenic interest, traversing, as it does, the famous White Mountains, the Green Mountains, Catskills, Alleghenys, Blue Ridge, Shenandoah and Smokies. It is the one route that can be traversed in comfort and without the danger of delay by reason of bad roads.

Every point along a great international highway like the ASH gains something from the motor tourists—the price of a tank of gas—a few soft drinks—a mid-day luncheon, but it is

the larger cities, with their better advertised hotels promising great comfort and attractiveness, that profit most. Long distance tourists have learned not to try for speed records. Night driving is out of favor with them. They plan their schedules so they can spend their nights in comfort, and the wiser travelers do not arise at dawn and speed away.

The story of the discovery of the ASH route dates back several years ago, when Roscoe Marvel, of Asheville, North Carolina, and his brother, Joseph H., of Lake George, New York, in motoring from the South to the North with altruistic minds and artistic eyes, foresaw its attractiveness and possibilities not only as a thoroughfare for motorists, but for students of history as well. These brothers were associated in the hotel business, and it was decided that Roscoe should devote considerable

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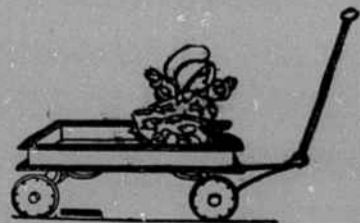
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